

A RESOLUTION

TO STATE GREENVILLE CITY COUNCIL'S VIEW OF THE CITY'S CURRENT  
CONDITION AND TO ANNOUNCE THE COUNCIL'S POLICY OBJECTIVES  
FOR 2011

WHEREAS, the nation's economy sustained two years of hardship which adversely affected local communities and their local governments across the land, including the city of Greenville; and

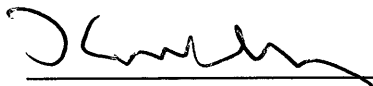
WHEREAS, there are signs in Greenville of renewed economic development, even though employment remains below normal and revenue sources for municipalities are still subject to cuts in some instances and very limited growth in others; and

WHEREAS, continued planning for the future of the City is more important than ever, as is the need to generate policies and programs that preserve existing assets, enhance resources, lead to growth and development, and protect and improve the character of existing neighborhoods; and

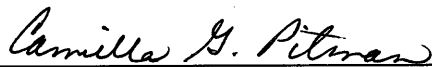
WHEREAS, City Council desires in these circumstances to state publicly its appraisal of the current state of affairs and to announce Council's policy objectives for 2011;

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND COUNCIL OF THE CITY OF GREENVILLE, SOUTH CAROLINA, that the attached Appraisal and Statement of Objectives is incorporated herein and adopted by City Council. The purpose of adopting the statement is to articulate City Council's understanding of the current circumstances in light of prior years' economic challenges and to identify opportunities for improvement in the upcoming year. Council also desires to engage the City's citizens, area businesses, local non-profit organizations, other political subdivisions, and the public at large in addressing these opportunities.

RESOLVED THIS 28 DAY OF February, 2011.

  
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MAYOR

Attest:

  
\_\_\_\_\_  
CITY CLERK

ATTACHMENT

**GREENVILLE CITY COUNCIL'S  
STATEMENT OF CONDITIONS AND OBJECTIVES FOR 2011**

CURRENT CONDITIONS

1. In 2009 and 2010 the city of Greenville sustained reductions in state funding programs, endured a mild downturn in city business license and hospitality taxes, and saw increases in the customary costs charged to it for supplies and services. Yet the City balanced its budget, met bond payment obligations, maintained its basic level of service, and enhanced the durable equipment needs of the fire and police departments.
2. The City met the challenges by freezing all salaries at their 2008 level, having a reduction in force for part time employees, eliminating positions and re-assigning personnel to open positions in order to avoid new hires, eliminating deferring non-essential costs to future years, and embarked upon a comprehensive refinancing of existing debt at current interest rates thereby saving citizens of Greenville over two million dollars over the life of the debt.
3. Moreover, the City has continued to host major events such as the U.S. Pro Cycling Championship, Artisphere, and Fall for Greenville, as well as enhancing the Saturday Market to benefit area residents and regional farmers. The City saw the completion of a new office building and hotel at Main and Broad Streets, the enhancement of ICAR, successful seasons for attendance for Greenville Drive games, and dramatic increase in the use of the Swamp Rabbit Trail.

OBJECTIVES FOR 2011

1. Gateway Commercial Districts. For 2011, City Council will carry forward its renewed emphasis on "gateway" commercial districts outside downtown in order to improve their success in serving nearby residential neighborhoods. For the purpose of maximizing results in an orderly manner, the City in each district will concentrate its limited resources on one segment at a time rather than disperse them over too large an area.
2. Jobs and Business Growth. Recognizing that strong business growth is essential for supporting jobs, population growth, and quality of life improvements, City Council will work diligently to retain existing businesses and encourage their growth here, while it continues to recruit new businesses with meaningful job opportunities for the region. In addition, City Council will revisit Greenville's business license practices in order to simplify the categories, streamline the licensing process, and assure fairness.
3. Downtown Office Space. The City will work with downtown partners and area economic development partners to assure maximum utilization of downtown office space so that the Central Business District can be successful for building owners and for retailers and restaurateurs and so that Greenville's downtown can sustain its successful identity for the City and for the region.
4. Population Growth. City Council will study carefully the official census results, and use its information to promote policies and practices that encourage strong but manageable population growth including but not limited to providing public amenities supportive of residential life, continuing annexation, promoting quality housing opportunities. Population growth is important to

create the synergy of a flourishing community and to assure Greenville's potential as a hub of economic, cultural, entertainment, and recreational activity for the region.

5. Creating Housing Opportunities. The City will intensify its efforts to promote the quality of the City's housing opportunities. To that end, The City will seek every opportunity to reach out to developers, builders, and real estate agents, and neighborhood organizations to identify appropriate locations and appropriate development for residential uses. The City will also promote and protects the character of existing neighborhoods.

6. Infrastructure. In coordination with its efforts to focus on economic development and improving the quality of housing, the City will exercise diligence to preserve, upgrade, and augment its network of infrastructure, including sanitary sewers, streets, sidewalks, and trails in a manner designed to assure connectivity, responsible environmental practices, and public and private co-operation. The City will seek to revisit its Public Right of Way Maintenance Ordinance to determine how best to restore street surfaces when utility cuts are made into streets.

7. Reedy River. The City will strive to identify, promote, and protect green space areas in close proximity to the Reedy River, which weaves diverse areas of the City into Greenville's commonly held identity. To that end, the City will also use its best effort to expand park space and move its Public Works facilities away from its present location near the river.

8. Fire Station. The City will continue planning for the location and funding of a new fire station in the vicinity of the ICAR, the Point, and Verdae developments in conjunction with supporting partners in the area.

9. Service Agreements as Part of Growth. The City will work to put in place evenhanded joint service agreements to coordinate the City's territorial growth with the needs and reasonable aspirations of surrounding governmental jurisdictions in a manner that assures quality service for the public inside and outside the city limits.

10. Restructuring City Services. City Council will direct the City Manager and city staff to begin working now on the scope of the 2012-13 fiscal year budget (one year away) so that the City rethinks the need for every service and the level of service currently being rendered in order that Council might more effectively address whether significant adjustments are needed in city services.